

What is claimed is:

- 1 1. An integrated online sales system which comprises, in combination,
2 a web database server connected to the Internet for storing product, customer and sales
3 transaction data, and
4 means for installing and managing the integrated operation of a cooperating set of
5 separate application program modules comprising:
6 a storefront application which executes on said web database server,
7 a content management application for creating and updating product data stored on said
8 database server,
9 a recommendation system for analyzing said customer and sales transaction data for
10 predicting the preferences of individual customers and making specific real-time
11 recommendations during a shopping session,
12 an advertising management application for selectively presenting advertising to each
13 customers during a shopping session, and
14 a reporting system for analyzing said sales transaction data to generate reports.

- 1 2. An integrated online sales system as set forth in claim 1 wherein said means for
2 installing and managing the integrated operation of said application program modules includes
3 pre-written operating system scripts for rapidly deploying said sales system onto one or more
4 target computers by automatically issuing prompts and accepting data values during the course of
5 the installation of said application program modules to modify said integrated system in
6 accordance with the needs of an individual installation.

- 1 3. An integrated online sales system as set forth in claim 2 wherein said means for
2 installing comprises a set of template configuration files and wherein said scripts when executed
3 issue prompts and accept data for modifying the content of said template configuration files in
4 accordance with the needs of an individual installation.

1 4. An integrated online sales system as set forth in claim 1 wherein said means for
2 installing and managing the integrated operation of said application program modules includes an
3 administration system that provides a Web interface for permitting authorized users to perform
4 centralized system administration functions.

1 5. The integrated online sales system as set forth in claim 4 wherein said administration
2 system performs a password protected log-in procedure to permit only authorized persons to
3 perform administration functions.

1 6. A method for rapidly deploying an integrated online sales system for performing online
2 sales transactions which comprises, in combination, the steps of:

3 providing a web database server connected to the Internet for storing product, customer
4 and sales transaction data in database tables, and

5 providing an integrated set of one or more pre-written operating system installation
6 scripts to perform the steps of:

7 installing a storefront application for execution on said web database server,

8 installing a content management application for creating and updating product data stored
9 in said database tables,

10 installing a profiling application for accumulating customer profile data describing the
11 activity of individual customers during shopping sessions,

12 installing a recommendation application for analyzing said customer profile data and said
13 sales transaction data to predicting the preferences of individual customers and for making
14 specific real-time recommendation to customers during a shopping session,

15 installing an advertising management application for selectively presenting advertising to
16 each customers during a shopping session, and

17 installing a reporting application for analyzing said sales transaction data to generate
18 reports.

1 7. The method as set forth in claim 6 wherein said pre-written operating system scripts

2 automatically perform the steps of issuing prompts and accepting data values during the course of
3 the installation of said application program modules to modify the operation of applications in
4 accordance with the needs of an individual installation.

1 8. The method as set forth in claim 7 wherein each of said applications accesses a
2 configuration file and wherein the steps of issuing prompts and accepting data modify the content
3 of each of said configuration files in accordance with the needs of an individual installation.

1 9. The method as set forth in claim 7 further comprising the steps of installing an
2 administration application and employing said administration application to present a centralized
3 menu system to an authorized user for performing centralized system administration functions.

1 10. The method as set forth in claim 9 wherein said administration system performs a
2 password protected log-in procedure to permit only authorized persons to perform said
3 centralized administration functions using said centralized menu system.